



You get
loyalty
from
Philip
Morris
People

Who are Philip Morris People?

The Marlboro Man is one. So are the millions of customers who gave Philip Morris the biggest sales gain in the industry last year.

☐ Our 16 straight years of sales increases prove that Philip Morris People are more loyal to their brands than anybody else.

☐ 80.2% of cigarette smokers will buy elsewhere, rather than switch brands, when their store is out of what they want.

No other product category has anything like that kind of devotion.

☐ Philip Morris People. Loyal.



**Philip Morris
USA**

*Our people
make money
for you.*

